

REMARKS

This application has been carefully reviewed in light of the Office Action dated June 2, 2008. Claims 81, 82, 88 and 89 remain pending in the application, with Claims 77, 79, 80, 83, 84, 86, 87 and 90 having been canceled herein. Claims 81 and 88 are the independent claims. Reconsideration and further examination are respectfully requested.

Claims 77, 79, 81 to 84, 86 and 88 to 90 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 5,978,013 (Jones) in view of U.S. Patent No. 5,978,013 (Walkingshaw), and Claims 80 and 87 were rejected under § 103(a) over Jones in view of Walkingshaw and further in view of U.S. Patent 5,699,107 (Lawler). Reconsideration and withdrawal of the rejections are respectfully requested.

The present invention concerns printing out and executing a play process of movie contents. In the invention, a plurality of movie contents having category information is received. The received movie contents are then laid out based on the category information and print data is generated for printing out the laid out movie contents. Additionally, unique numerical codes are automatically assigned to each movie content so that, when a user inputs the numerical codes, a play process is executed for the movie contents corresponding to the input numerical codes.

Referring specifically to the claims, amended and now independent Claim 81 is directed to a data-broadcasting receiving apparatus, comprising receiving means for receiving data-broadcasting data including a plurality of movie contents, each movie content having category information, generating means for laying out the plurality of movie

contents based on the category information of each movie content, and generating print data for printing out the laid-out contents, assigning means for automatically assigning a unique numerical code to each movie content, said unique numerical code effecting execution of a play process of each movie content, output means for outputting to a printer the print data generated by said generating means, and operating means having numerical keys for inputting said unique numerical codes of each movie content assigned by said assigning means in accordance with a user operation, and executing the play process of each movie content corresponding to the input numerical codes.

Claim 88 is a method claim that substantially corresponds to Claim 81.

The applied art, alone or in any permissible combination, is not seen to disclose or to suggest the features of Claims 81 and 88, and in particular, is not seen to disclose or to suggest at least the features of a data-broadcasting receiving apparatus, i) laying out a plurality of received movie contents based on category information of each movie content, and generating print data for printing out the laid-out contents, ii) automatically assigning a unique numerical code to each movie content, the unique numerical code effecting execution of a play process of each movie content, and iii) inputting the assigned unique numerical codes of each movie content in accordance with a user operation, and executing the play process of each movie content corresponding to the input numerical codes.

Jones is merely seen to disclose a system in which a coupon identifier may be embedded in a video signal, and when a cable provider detects the identifier, a coupon is retrieved and embedded into the video signal before the signal is transmitted. A viewer can

then have the coupon printed out by interacting with a television set. Thus, while Jones may provide for printing of coupons, it is not seen to perform the lay out of a plurality of movie content as claimed and then print out the laid-out contents. Nor is Jones seen to disclose the assignment of numerical codes for each movie content and then executing the play back of the movie content based on the numerical codes being input by a user as claimed.

Walkingshaw discloses printing of coupons, and specifically, that “If the decoded product category data corresponds to a category (such as weather, financial market data) in memory 110, the coupon printer 140 is actuated to print a coupon 150 in accordance with the decoded coupon data.” (Column 3, Line 59 to Column 4, Line 3). However, Walkingshaw is also not seen to disclose or suggest anything that, when combined with Jones, would have resulted in the features of a data-broadcasting receiving apparatus, i) laying out a plurality of received movie contents based on category information of each movie content, and generating print data for printing out the laid-out contents, ii) automatically assigning a unique numerical code to each movie content, the unique numerical code effecting execution of a play process of each movie content, and iii) inputting the assigned unique numerical codes of each movie content in accordance with a user operation, and executing the play process of each movie content corresponding to the input numerical codes.

Lawler is merely seen to disclose allowing a viewer to set a reminder to view a program and, when time of the program is determined, tuning the tuner to a preferred program to viewer at the predetermined time. However, Lawler is not seen to

disclose or to suggest anything that, when combined with Jones and/or Walkingshaw, would have resulted in the features of a data-broadcasting receiving apparatus, i) laying out a plurality of received movie contents based on category information of each movie content, and generating print data for printing out the laid-out contents, ii) automatically assigning a unique numerical code to each movie content, the unique numerical code effecting execution of a play process of each movie content, and iii) inputting the assigned unique numerical codes of each movie content in accordance with a user operation, and executing the play process of each movie content corresponding to the input numerical codes.

In view of the foregoing amendments and remarks, amended and now independent Claims 81 and 88, as well as the claims dependent therefrom, are believed to be allowable.

No other matters having been raised, the entire application is believed to be in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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